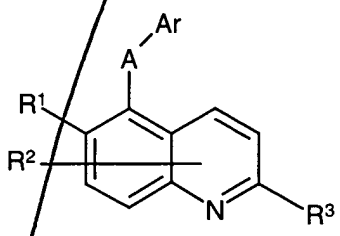
What is claimed is:

1. A compound selected from the group of compounds represented by Formula I:



wherein:

A is a $-CH_2-$, CH(OH), -C(O)-, C=NOR^4, -NR^5-, -O-, -S-, -S(O)-, or -S(O)$_2$-,where R^4 is hydrogen or alkyl and R^5 is hydrogen, alkyl, or acyl;

Ar is an optionally substituted phenyl;

R^1 is hydrogen, alkyl, alkenyl, alkynyl, haloalkyl, heteroalkyl, cycloalkyl, cycloalkylalkyl, alkoxy, alkenyloxy, cycloalkyloxy, cycloalkylalkyloxy, haloalkyloxy, hydroxyalkyloxy, alkoxyalkyloxy, alkylthio, alkylsulfinyl, alkylsulfonyl, cycloalkylthio, cycloalkylalkylthio, hydroxy, halo, cyano, -NR^{9}R^{10}, -OCONR^{9}R^{10}, or-OSO$_2$R^{11} where R^9 and R^{10} are each independently selected from hydrogen, alkyl, and acyl; and R^{11} is selected from alkyl, cycloalkyl, and haloalkyl;

R^2 is hydrogen, alkyl, alkenyl, alkoxy, hydroxy, halo, haloalkyl, heteroalkyl, alkylsulfanyl, alkylsulfinyl, alkylsulfonyl, nitro, cyano, or -NR^{9}R^{10} where R^9 and R^{10} are each independently selected form the respective gorup described for R^9 and R^{10} previously; and R^2 represents substitution at any one of carbons C3, C4, C7 or C8.

R^3 is -SR^{12}, SOR^{12}, SO$_2$R^{12}, or SO$_2$NR^{13}R^{14} wherein,

R^{12} is alkyl, hydroxyalkyl, alkoxyalkyl, aminoalkyl, mono or dialkylaminoalkyl, carboxyalkyl, or alkoxycarbonylalkyl;

R^{13} is hydrogen or alkyl, and

R^{14} is hydrogen, alkyl, cycloalkyl, cycloalkylalkyl, hydroxyalkyl, alkoxyalkyl, alkoxycarbonylalkyl, aminoalkyl, aryl, or aralkyl; or R^{13} and R^{14} together with

the nitrogen atom to which they are attached form a heterocycloamino group; and

prodrugs, individual isomers, mixtures of isomers, and pharmaceutically acceptable salts thereof.

2. A compound of Claim 1 wherein A is –S-.

3. A compound of Claim 2 wherein

R^1 is alkyl, alkoxy, hydroxy , halogen or cyano;

R^2 is hydrogen or methyl; and

R^3 is $S(O)_{0-2}R^{12}$ where R^{12} is alkyl.

4. A compound of Claim 3 wherein Ar is unsubstituted phenyl.

5. A compound of Claim 3 wherein Ar is 4-substituted phenyl or 2-substituted phenyl.

6. A compound of Claim 3 wherein Ar is a disubstituted phenyl.

7. A compound of Claim 3 wherein Ar is optionally substituted at one or more positions with a substitutent or substituents independently selected from the group consisting of fluoro, chloro, bromo, ethoxy, and methoxy.

8. A compound of Claim 1 wherein A is –C(O)-.

9. A compound of Claim 8 wherein

R^1 is alkyl, alkoxy, hydroxy , halogen or cyano;

R^2 is hydrogen or methyl; and

R^3 is $S(O)_{0-2}R^{12}$ where R^{12} is alkyl.

10. A compound of Claim 9 wherein Ar is unsubstituted phenyl.

11. A compound of Claim 9 wherein Ar is 4-substituted phenyl or 2-substituted phenyl.

12. A compound of Claim 9 wherein Ar is a disubstituted phenyl.

13. A compound of Claim 9 wherein Ar is optionally substituted at one or more positions with a substitutent or substituents independently selected from the group consisting of fluoro, chloro, bromo, ethoxy, and methoxy.

14. A compound of Claim 1 wherein A is $-CH_2-$.

15. A compound of Claim 14 wherein

R^1 is alkyl, alkoxy, hydroxy, halogen or cyano;

R^2 is hydrogen or methyl; and

R^3 is $S(O)_{0-2}R^{12}$ where R^{12} is alkyl.

16. A compound of Claim 15 wherein Ar is unsubstituted phenyl.

17. A compound of Claim 15 wherein Ar is 4-substituted phenyl or 2-substituted phenyl.

18. A compound of Claim 15 wherein Ar is a disubstituted phenyl.

19. A compound of Claim 15 wherein Ar is optionally substituted at one or more positions with a substitutent or substituents independently selected from the group consisting of fluoro, chloro, bromo, ethoxy, and methoxy.

20. A compound of Claim 1 wherein A is –O-.

21. A compound of Claim 20 wherein

R^1 is alkyl, alkoxy, hydroxy, halogen or cyano;

R^2 is hydrogen or methyl; and

R^3 is $S(O)_{0-2}R^{12}$ where R^{12} is alkyl.

22. A compound of Claim 21 wherein Ar is unsubstituted phenyl.

23. A compound of Claim 21 wherein Ar is 4-substituted phenyl or 2-substituted phenyl.

24. A compound of Claim 21 wherein Ar is a disubstituted phenyl.

25. A compound of Claim 21 wherein Ar is optionally substituted at one or more positions with a substitutent or substituents independently selected from the group consisting of fluoro, chloro, bromo, ethoxy, and methoxy.

26. A pharmaceutical composition comprising a therapeutically effective amount of a compound of Claim 1 and a pharmaceutically acceptable excipient.

27. A method of treatment of a disease in a mammal treatable by administration of a selective COX II inhibitor comprising administration to the mammal a therapeutically effective amount of a compound of Claim 1.

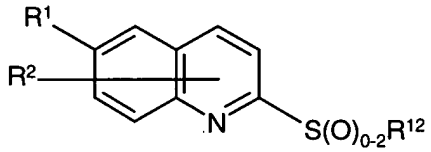
28. The method of Claim 27, wherein the disease is an inflammatory disease selected from myositis, synovitis, arthritis (rheumatoid arthritis and osteoarthritis), gout, back pain, dental pain, sports injuries, sprains, strains, headache, tendonitis, ankylosing, sponylitis, and bursitis.

29. The method of Claim 27, wherein the disease is dysmenorrhoea or premature labor.

30. The method of Claim 27 wherein the disease is Alzheimer's.

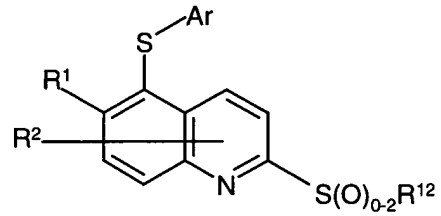
31. A process for preparing a compound selected from the group of compounds of Claim 1, which comprises

reacting a compound of general Formula



wherein R^1, R^2, and R^{12} are as defined in Claim 1,

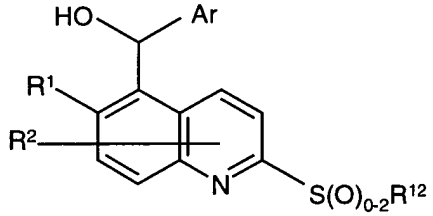
with a compound of general formula ArSH, to provide a compound of Formula I:



wherein Ar, R^1, R^2, and R^{12} are as defined in Claim 1

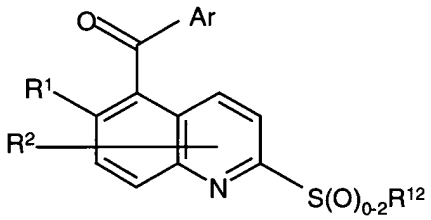
32. A process for preparing a compound selected from the group of compounds of Claim 1, which comprises

reacting a compound of general Formula



wherein R^1, R^2, and R^{12}, are as defined in Claim 1,

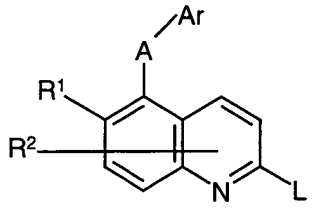
with an oxidizing agent to provide a compound of Formula I:



wherein Ar, R^1, R^2, and R^{12} are as defined in Claim 1.

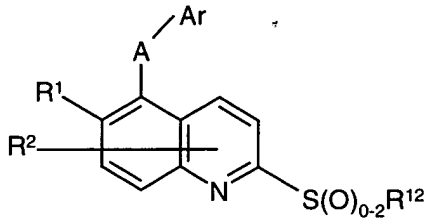
33. A process for preparing a compound selected from the group of compounds of Claim 1, which comprises

reacting a compound of general formula



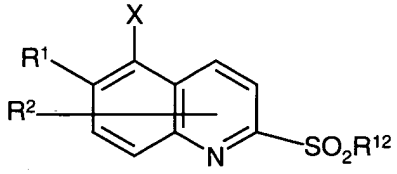
wherein A is -NR^5 or -O, and L is a leaving group such as a halogen group as defined in the specification,

with a compound of general formula $NaSR^{12}$, followed by optional oxidation to provide a compound of Formula I:



34. A process for preparing a compound selected from the group of compounds of Claim 1, which comprises

reacting a compound of general formula



wherein X is a halogen,

with an aralkyl anion compound to provide a compound of Formula I: